

ASHLEY Lauren

10

styles to match
your
personality

plus
the jetsetter
essentials

Selfies!

See what we
caught our
models doing

Drape yourself
in *pearls*
our modern twist on

OLD
HOLLYWOOD
glamour

as
seen
in:

we
found
ourselves on
newsstands!

Finally...
the **secret** of
#TEAMfabulous
REVEALED!

Ashley Lauren
We asked! She answered!

ASHLEYlauren

ASHLEYlauren is a young, beautiful and red-carpet ready fashion line consisting of evening, cocktail, mother of the bride, bridal, prom, homecoming and pageant dresses.

Using the latest in materials for superior fit, we pride ourselves in creating a look and feel that brings out the essence of a woman's beauty. Our dresses are designed and constructed with a woman's body in mind. We pay special attention to every detail to accentuate a woman's curves and shape leaving our construction unparalleled. With built-in corseting our customers receive a couture feel and style at a more affordable price. Every piece in our line provides a sensuous experience, distinctive look and one-of-a-kind fit adding a level of poise and confidence to any event.

Designer Ashley Lauren recognizes the power of fashion. Immersed in design, intrigued by the latest trends and influenced by classic silhouettes, she takes great pride creating clothing that fits a unique style and personality. It is Ashley Lauren's passion for all things fabulous that motivates her to design a line that is both timeless and modern.

"I love fashion, beautiful pieces crafted out of rich and luxurious fabrics. There is nothing more satisfying than seeing a woman enter a room in a great fitting dress and glowing with confidence. The dress plays an important part in making that entrance truly memorable; I am proud to be part of its creation." Ashley Lauren

ASHLEYlauren's corporate headquarters are located in Scarborough, Maine. The company also maintains showrooms in Atlanta and New York.





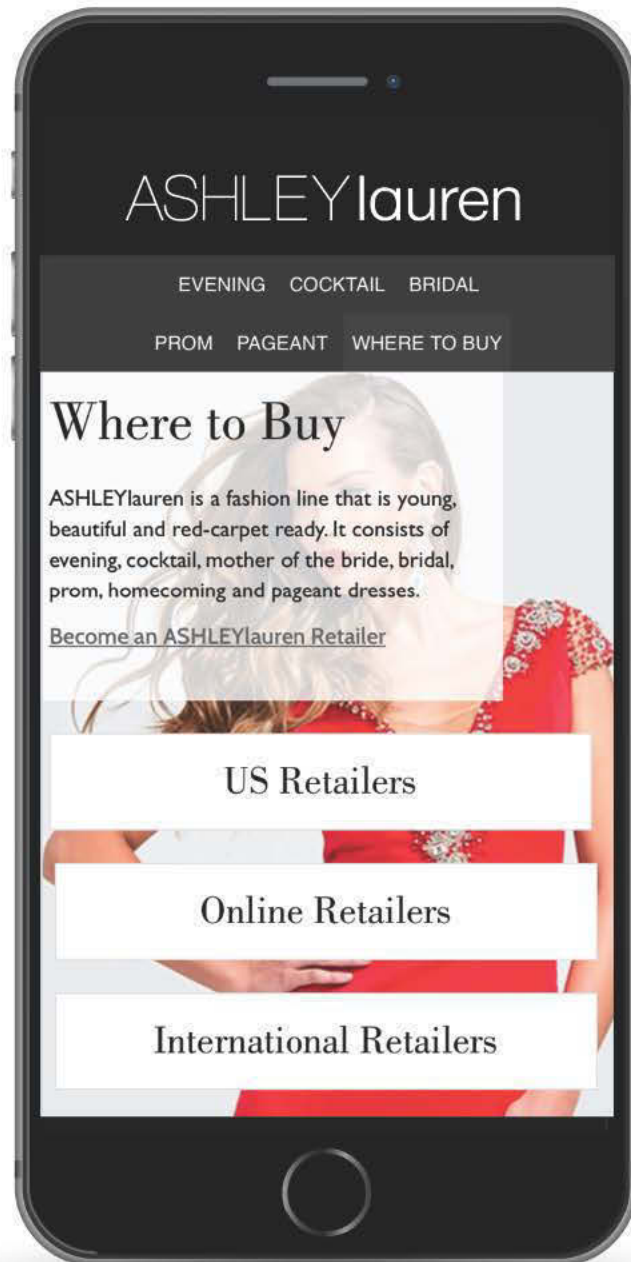
1103 Ivory



1124 Royal

Authorized Retailers

Want an ASHLEYlauren dress for your next event? You can find authorized retailers on our website. Visit ASHLEYlauren.com/retailer on your computer, phone or tablet to find a store near you.



Looking to become an ASHLEYlauren authorized retailer? Contact us!

Email: sales@ashleylauren.com

Phone: (207) 883-2633

ASHLEYlauren.com



1087 Red

ASHLEYlauren



13 get to know
ashley lauren

We quizzed her,
see her answers!

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Wear pearls on more than just your neck.

95. Selfies



1139 Navy



1139 Navy



1054 Yellow



a letter from the designer

Wow! I can't believe we did it! I am beyond thrilled to have put this magazine together with the #TEAMfabulous headquartered in Maine. We are excited to share all of the dresses and accessories we love. In this magazine, you will see the fabrics, colors and beadings that inspire us. ASHLEYlauren isn't just about looking fabulous, but feeling fabulous too... here is your exclusive front row seat. I hope you enjoy!

Ashley Lauren
#TEAMfabulous







ASHLEYlauren



1100 Pink



GET TO KNOW

Ashley Lauren

If you can leave the house with only 3 beauty products on, what are they?



What are you proud of?

I am most proud of my work ethic. I started working in my family's restaurant when I was very young and have always worked very hard.



I love when...

Girls send and tag pictures! I love seeing them out enjoying themselves and looking so fabulous!

What is something no one would expect from you?

I love ballroom dancing! I took lessons to learn how to salsa, fox trot, swing and tango.

Shoes or purses?

Shoes. I just can't have enough!

(I love my home state of Maine and these cool lobster shoes!)

What do you collect?

Vintage Chanel earrings because they are clip-on and my ears are not pierced.

How do you stay in shape?

Pilates and healthy eating.

What was the best advice you ever got on fashion?

My Yia Yia told me "You never know 'til you try it on." The hanger never gives fashion justice. A dress hangs differently on the body than it does on the hanger. My mom reminds me of this when we are shopping together.



My Mom and Yia Yia

What is your 'go-to' clothing color?

All black everything. The easiest way to travel and you know you will always match! Throw on some pearls or gold jewelry and you're good to go!





1122 Red



1122 Ivory



ASHLEYlauren



1122 Yellow

4027 Turquoise



What is #TEAMfabulous?

Sure, you've seen it everywhere. It's all over your Instagram, Twitter and Facebook, but where did it start and what does it mean?

#TEAMfabulous

has turned into much more than Ashley Lauren was expecting... after all it started with a silly dare! Ashley Lauren was dared by a close friend to compete in her state pageant. She decided if she was going to compete, she had to give it her all. She searched for a dress, mastered the interview and worked hard to get bikini ready. At the competition she was named Miss Congeniality but didn't place, ending her short pageant career... or so she thought. To her amazement, her journey into the pageant and fashion world was just beginning.

Ashley Lauren learned many valuable lessons while preparing for her pageant. She watched and studied pageants around the world and admired the hard work that went into proper preparation. She found that all the winners were confident, well spoken, and had a beautiful dress. So, like every pageant contestant, Ashley Lauren searched for the perfect dress. The hunt took her outside of the United States where she befriended many talented designers. She noticed that foreign and Latin American designers made dresses that fit the body... something she couldn't find in America. She was also introduced to world-renowned model, pageant and professional coach Grace Fontecha and makeup artist Noel Garcia Rivera.

In 2008 she joined forces with her new

were unstoppable. In 2009, the team had seven contestants in the Miss USA pageant, including Miss Maine USA, who won the year Ashley Lauren competed. Ashley Lauren sponsored the opening number dresses for the NBC televised Miss USA and Miss Universe contestants. That same year, Grace trained the Miss Universe winner, landing her back-to-back titleholders, and a spot in the Guinness Book of World Records. It is no wonder Ashley Lauren started referring to them as #TEAMfabulous on social media.

The following year, Ashley Lauren created the evening wear line we are familiar with today. She designs gorgeous dresses that are sold across the United States and around the world. The dresses are worn for many different occasions; fashionable parties, proms, wedding receptions, award ceremonies, music videos, red carpet events, beauty and pageant competitions



Ashley Lauren and
pageant coach Grace Fontecha

“*#TEAMfabulous is about women
empowering other women, encouraging
each other to be, do and look their best.*”

– Kimberly Gambale

colleagues and formed a pageant dream team. Ashley Lauren hired and worked with designers throughout Latin America to create gorgeous, one of a kind, couture dresses that complemented the female body. Grace trained the pageant contestants and Noel taught the hair and makeup tricks of the trade. With this team behind them their clients

and by brides. The line is most admired for its quality; the dresses are designed and constructed perfectly to accentuate and complement a woman's body. Ashley Lauren has successfully turned a whimsical dare into a thriving business. She continues to expand her line, authorized retailers and #TEAMfabulous daily.

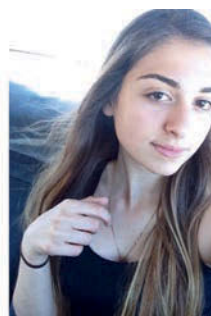
What is #TEAMfabulous?



ally_myette #theamazingrace audition! #teamselfie #teambff #teamfabulous #teamstatechamps



ashes326 Proud of these ladies! #teamfabulous #4miler



belsam_ #teamfabulous



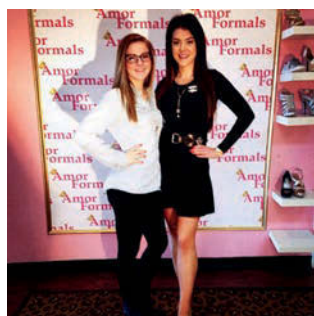
michellesformalwear We love #teamfabulous!! Just imagine how beautiful the inside of the box is when the outside is so darn cute!! We love Ashley Lauren gowns! Couture meets Southern Charm! Only at Michelle's Formal Wear in Adel!



jessicahorsnell Today we dived down sixty feet deep into the pacific because we're just that wild.



rene_emilio #ciao #LV #gucci #colehann #zara #HM #mensstyle #menswithstyle #style #ootd #atlanta #teamfabulous #working #success



sweetcaroline75 Thank you so much to @ashleylaurenme and the ladies at @amorphormals for helping find my perfect dress and making me feel confident and amazing! ❤️ #ASHLEYlauren #TEAMfabulous



juliawpetrie Refuse to settle for anything less than #fabulous #teamfabulous #motivationalMonday



haydonjaelle We are #TeamARI #TeamFabulous @ashleyrenes @realaustinyde



hkhbarbie #makeup #fashion #runway #glam #teamfabulous #ohyeah



courtneyahall The money shot! #bellanycmagwhiteparty2014 #teamBella #Hamptons #whiteparty #bellanycmag #teamfabulous



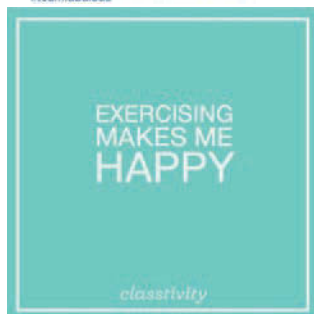
puertorico_spirit Start the competition #MissWorld #teampuertorico #genesisdavila #teamfabulous #NationalDirector



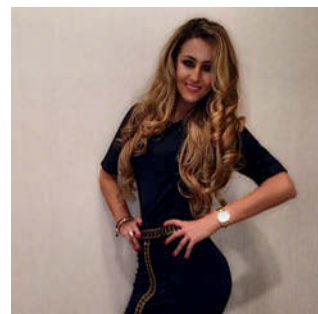
k_mezzz Looking #TEAMfabulous thanks to the team at Daydreams hair and nail studio



genesisdavila Family and friends dinner PARTY!!!! And of course thank you Ashley Lauren. For all you've done for me in this journey, I am for ever grateful! #teamfabulous



knowstyle #teamhealthy #teamfit #teamfabulous



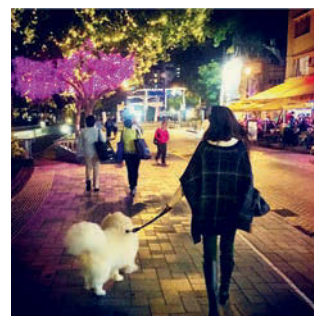
andrea_veronika At the #TEAMfabulous Christmas party, we wear black. 🖤



rene_emilio Carrie Bradshaw moment - "You have to let go of who you were to become who you will be." #carriebradshaw #peaceout #takingoverportland #portlandmostwanted #obsessed #womenwear #fashion #nyc #style #teamfabulous



thepageantspotlight One of the nicest girls I met at the Miss USA Pageant last year, here is the #turning Victoria Wiggins competing in her #gorgeous midnight blue gown by #ASHLEYlauren! #awardshowworthy #american #americandesigner #usa #teamfabulous



alison_inamota Romantic date-night with my fluffly boyfriend! ❤️ #TeamFabulous #samsseason #samsam #samoyed #droolingamoyed #christmas



dianeandoe Sending love to our #TEAMFabulous girls at @ashleylaurenme #lovait #dianeandoe #dianeandoejr #DIANEANDCOGIRL #jerseycouture #jersey #wedolbest

At first, Ashley Lauren used #TEAMfabulous to promote her business and team. But, as she expanded, authorized retailers began using the hashtag when posting about ASHLEYlauren. Quickly thereafter, young women started posting selfies in ASHLEYlauren dresses and further adopted #TEAMfabulous. Ashley Lauren said what happened next was incredible, “I saw

Instagram and Twitter. Many of the posts still refer to ASHLEYlauren, but others have a new meaning.

#TEAMfabulous started promoting a feeling of confidence. This transition happened when people noticed ASHLEYlauren dresses were unique. The fit and construction of the dress helped women look their

“Using #TEAMfabulous means
I am unique, authentic and
confident with myself.”

– Rene Emilio



rene_emilio #glam #glamsquad #fabulous
#teamfabulous #newyork #NewYorkCity #fashion
#moda #ReneEmilio @tainapimentel
@albanianewyork

the same girls using the hashtag again and again but they weren't wearing my dresses. The girls were using #TEAMfabulous in all different kinds of pictures. It seemed to go viral right in front of my eyes.” And that is exactly what it has done. Since 2009, #TEAMfabulous has been used over 25,000 times on Facebook,

best; making them feel fabulous. Grace Fontecha, world-renowned model and pageant coach explained it like this, “Inner beauty combined with external beauty is explosive! A beautiful dress, self-confidence and a sincere smile will radiate inner happiness.” #TEAMfabulous has turned into a way to demonstrate that happiness... even



royalwepageant Okay, ONE more!!! This one is another of or absolute favorites. @alexistoney07 who won the state title of Miss Arkansas Merry Christmas 2016 tonight, in her @AshleyLauren gown from The Royal We. Doesn't she look like a snow queen????!! #wedresswinners #elite100 #teamfabulous !!!



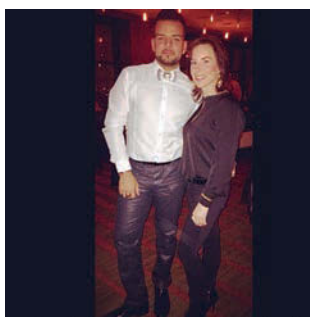
thepageantspotlight #TEAMfabulous! This #amazing piece by #ASHLEYlauren is #perfect for the #pageantstage! The color, the design, the #FLOW... #gorgeous! Perfect for sashaying across that stage! #thepageantspotlight #pageantstyling



missscarinelson THANK YOU for the gorg flowers #ashloylauren - from all of us at @teenprom!! Way loving the ombré #teamfabulous #ashleylauren #teenprom #candydookie @teenpromqueen @_tairr



morgannewray Shameless selfie #ASHLEYlauren #teamfabulous #bestdressed #ati #americasmart #showroom #promandpageant #dresstoimpress



rene_emilio I can't thank you enough! Just pleased with everything you do for me :-) #teamfabulous once again #breaktheinternet! #maine #mainesocial #gorg #westin #portlandMaine #friends #BFF #leather #fashion #moda #mainefest



buffiesalltherage Isabella Baughn is ready for Lights of the Delta MAOT! and we are so excited for you!! Best of luck!! #shopbuffies #dressingwinnerssince2001 #teamfabulous #ASHLEYlauren



prettygirltae1 #dontquit #shoesneedme #prettythings #fancychic #teamfabulous



neneleakes Yesss for my boo @tytryone #cinderellabroadway to support your girl last nite #teamfabulous

if you aren't wearing ASHLEYlauren.

Kimberly Gambale, part owner of Diane & Co. and star of Oxygen's hit reality TV show Jersey Couture, frequently uses #TEAMfabulous on social media. Kimberly said "#TEAMfabulous is a lifestyle... We always share that we are in the business of making dreams not drama. #TEAMfabulous is about women empowering other women, encouraging each other to be, do and look their best."

Stylist Rene Emilio also uses the hashtag because, "Using #TEAMfabulous means I am unique, authentic and confident with myself. It describes how I feel when referring to my fashion choices, work and life." Confidence can be felt in many different places and in many different ways. Having a hashtag that translates from dresses to charity events, girl's nights and gym selfies is inspiring to people of all ages.

The team at ASHLEYlauren is also empowered by the hashtag and its growth. When people use #TEAMfabulous it shows that they feel confident. It is motivating to see people posting the best versions of themselves. Allyson Noble, Marketing Director, said, "#TEAMfabulous is being confident in yourself and loving who you are. The Facebook, Instagram and Twitter posts containing #TEAMfabulous show just that." It has been used to celebrate birthdays, nights out with friends, scuba diving, charity work and thousands of selfies. Ashley Lauren can't believe what #TEAMfabulous has turned into. She explained, "I am so proud of my team and the accomplishments of women everywhere. I am excited to watch #TEAMfabulous continue to grow."

What will you post
to join the
#TEAMfabulous
movement?



● [koreanprincess](#) It has been a wonderful first day at Tennessee USA. I had fun night at the Mayor's Dinner. Thank you Ashley Lauren for this wonderful gown! #teamfabulous #ashleylauren #MUO



● [babyphat7094](#) Always in all ways. #bestoftheday #teanglam #teamfabulous #dontspeakbasic



● [ashleykalloch](#) It was a rough day at work. #TEAMfabulous #lawless



● [ashleylaurenme](#) It was Miss Maine USA pageant weekend and the ASHLEYlauren team went out to support! #MaineGirlsRock #TEAMfabulous #ASHLEYlauren #MissMaineUSA #MissMaineTeenUSA

#TEAMfabulous
is a state of
mind.

ASHLEYlauren
#ASHLEYlauren #TEAMfabulous
● [ashleylaurenme](#) Are you #TEAMfabulous?
#ASHLEYlauren #confidence #fashion



● [ashleyrenes](#) The beautiful Miss Indiana Sweetheart Morgan Jackson @morganjackson83 looked beautiful in her ASHLEYlauren gown from Ashley Rene's! #wednesdaybest #ashleylauren #ashleyrenes #shopashleyrenes #missindiana #teamfabulous



● [baby_howie](#) Beautiful though #special #princess #sparkle #twinkle #glitter #cutie #oneoff #teamfabulous



● [krismun13](#) Josh and I FINALLY got our Starbucks we'd been talking about all morning! #starbucks #teamfabulous



● [calvindubai](#) Happy birthday Noel. Thanks for been one of the most amazing persons that I ever met. I hope the universe gives you all that you deserve. You're a real friend! I love you. #friend #birthday #bestguy #greatpope #fun #celebration #guy #latino #aroundtheworld #teamfabulous



● [camzroazay](#) 'Show me your friends and I'll tell you who you are'. Me and mine 🥰🥰🥰 #TeamFabulous #NightOut #MyGirls



1135 Fuchsia



1132 Navy

as seen in... **SEVENTEEN**

Feel **CONFIDENT** *in* **ASHLEYlauren**

Did you see cover girl Maia Mitchell wearing style 1117 in Seventeen Prom?

We can't get enough of the accessories she paired with it.



Yestadt Millinery: Heart Driver Leather Gloves
yestadtmillinery.com, @yestadtmilli



Edie Parker: Flavia Happy
edie-parker.com, @edie_parker



***"Pick a dress you feel confident
in and then you won't be worried
how you look in pictures."***

PROM *magazine*



ASHLEYlauren.com/seventeen



ASHLEYlauren



1064 Light Pink





Which
ASHLEY
STYL
are

1125 Red

lauren
E
you?



1140 Yellow

1117 Fuchsia

MODEL*icious*

This ASHLEYlauren girl walks the runway and doesn't pass up an opportunity to show off her figure. She is known for wearing sunglasses inside.

1086 Black

1093 Ivory

1130 Navy

1131 Fuchsia

1041 Emerald

which ASHLEYlauren style are you?

1067 Navy

1076
Black/Ivory

1125 Emerald

chicly SOPHISTICATED

*She never leaves
home without
looking put together...
even for that early
morning coffee run.
She loves mixing
classic silhouettes
with flirty details.*

1124 Raspberry

1080 Red



1115 Navy

1101 Red



1111 Ivory/Red

REBEL BEAUTY



1140 Yellow

She makes everything look good. This girl rocks the daring dresses most people avoid... and has mastered the cat eye.



1119 Ivory

which ASHLEYlauren style are you?

sharp & SEXY



This ASHLEYlauren girl isn't scared of accentuating her feminine curves and knows she will create a buzz at every party.



GIRLY. *girl*

1141 Yellow



This ASHLEYlauren girl wears pink and pastels for every occasion. To top off her look she always adds sparkle with pearls and crystals.

1064 Light Pink



1009 Ivory



4035 Fuchsia



1137 Turquoise

which ASHLEYlauren style are you?



1073 Black

1055 Red

Darkly *Romantic*

Her dress always shows off her décolletage accenting her strong facial features. She never reveals her secrets and creates an irresistible mystery.



1066 Champagne



1139 Navy



1082 Dark Silver



1078 Red

She hasn't been seen without red lipstick in years. This ASHLEYlauren girl mixes bright colors with edgy makeup and accessories.

ROCKER girl



1122 Yellow

1043A Black

1092 Navy



1089 Fuchsia

which ASHLEYlauren style are you?

1109 Dark Silver



CLASSICALLY ELEGANT

This girl lives in her grandmother's pearls. She wears form fitting silhouettes in traditional hues with pops of color and always completes her look with stilettos.



1053 Black

1084 Fuchsia

4007 Black

4036 Coral



ASHLEYlauren.com



1117 Fuchsia

This ASHLEYlauren girl takes her inspiration from Paris. She loves asymmetrical details, A-line silhouettes and fabulous fabrics. She will be seen carrying an over the top clutch.



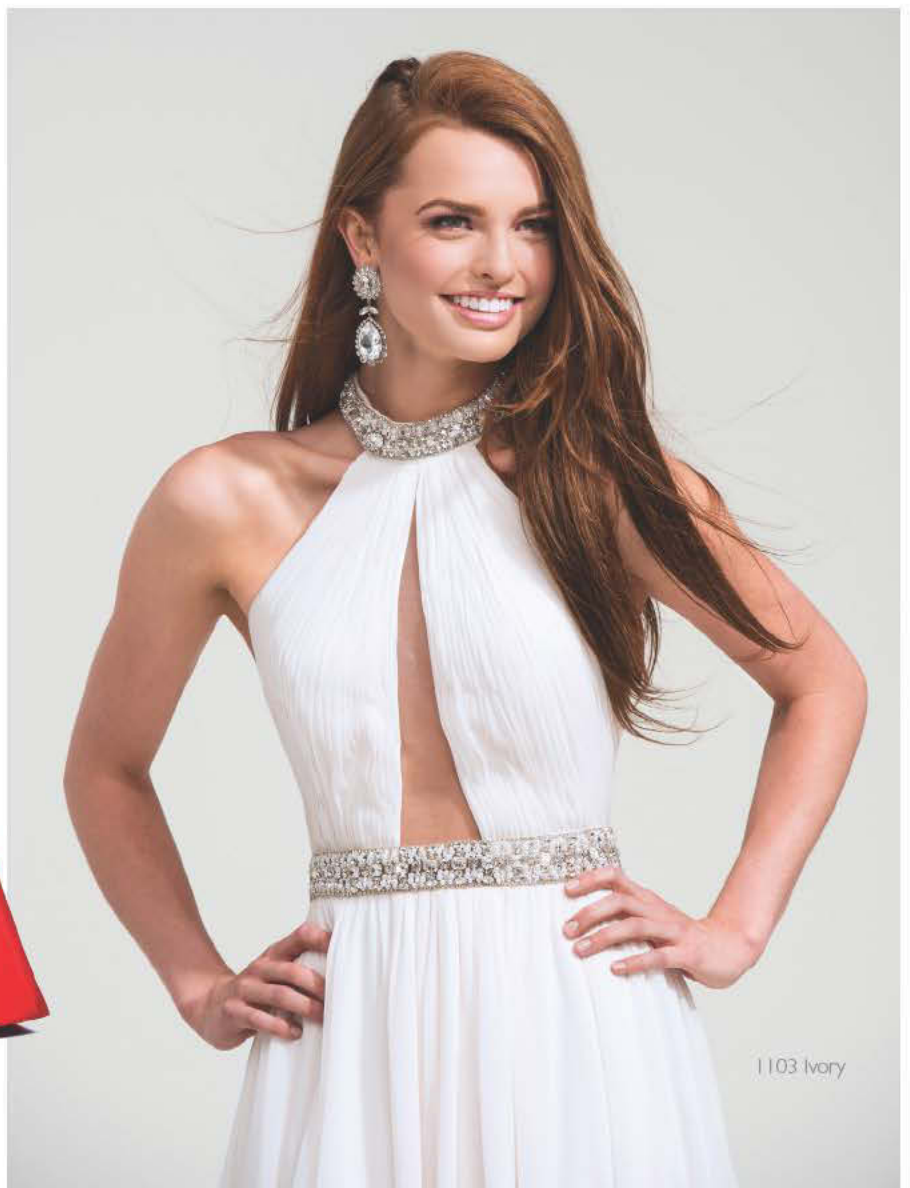
1112 Dark Silver

Haute COUTURE



1069 Blush

1087 Red



1103 Ivory



Flawless SHOWSTOPPER



*This diva loves
being the center
of attention... her
wardrobe is no different.
She loves over the top
beading and curve
accentuating ruffles.
All lights are on her.*





1082 Ivory



ASHLEYlauren



1141 Yellow



1135 Ivory



the ASHLEYlauren *Bride*

Classic silhouettes, breathtaking trains and gorgeous fabrics make the ASHLEYlauren bride one to remember. We have modernized a timeless tradition by adding our favorites: pearls and crystals.



ASHLEYlauren.com/bride



Mother and daughter found their dresses at
Voilà! Bridal & Formal in South Carolina.
Bride: Sarah Ballentine Madden
Mother of the Bride: Kit Ballentine

Caroline Jenkins Photography



1080 Ivory



1080 Ivory

1097 Ivory

1071 Ivory



1135 Navy

1097 Ivory



1097 Ivory



1080 Ivory


1097 Ivory

1071 Ivory

INSIDE the dress

*“What you put on
your body should be
just as fabulous as
you are.”*

Ashley Lauren



What makes ASHLEYlauren dresses different?
Take a look inside the dress. Our dresses are made
with built-in corseting that accentuates the best
parts of a woman's body. Special attention is paid
to the fit and construction of each dress. Don't
believe us? Try one on... you will *feel the difference*.



1121 Ivory



1101 Red

You asked...

#TEAMfabulous

answered!

Our inboxes are full... and not all are sale reminders. We receive a lot of questions about our favorite beauty tricks, what life is like at the ASHLEYlauren office and even some about what fashion items we enjoy. Here are our answers to your most popular questions.

We didn't answer yours? Ask us @ASHLEYlaurenME on Twitter.

Q *How do you keep your makeup looking fresh all day?*

A We never leave home without throwing on a loose translucent powder. We apply it after foundation to set our makeup and keep skin from looking oily. The favorite around the office is Laura Mercier. It retails for \$37.00 and can be found at Sephora.



Q *What is the easiest way to de-wrinkle my satin ASHLEYlauren dress?*

A Most people think the best way to get out the wrinkles is steaming. Actually, we recommend ironing the dress. Turn the iron to the highest steam setting. Iron the dress panel by panel. You will be shocked how quickly the wrinkles come out!



Q *What's the best filter for a TEAMfabulous selfie?*

A For an up-close selfie our go-to filter is Walden. We love the way it brightens the picture and gives you a smooth skin finish. Don't forget your hashtags: #TEAMfabulous and #ASHLEYlauren!

Q *Where can I buy an ASHLEYlauren dress?*

A The best place to buy an ASHLEYlauren dress is at one of our authorized retailers. To find one near you visit ASHLEYlauren.com/retailer. You can search by state or country.

Q *What hairspray do you use and suggest to your models?*

A We can't live without Sebastian. This hairspray is lightweight and brushable, and keeps your hair looking shiny without clumping the strands together. It is perfect to maintain those loose waves. You can find it at ULTA for \$18.95.

Q *Which Starbucks is most common in the ASHLEYlauren office?*

A Well, this one is super easy. We stay hydrated... and caffeinated... with Very Berry Hibiscus Refreshers. We indulge multiple times a day. Thank you Starbucks for keeping TEAMfabulous going.





Q *Why is ASHLEYlauren based in Maine?*

A As a clothing company it is difficult to work out of Maine instead of California or New York. We don't always have the ability to meet stores in our showroom and we have to travel for photoshoots... but, we wouldn't have it any other way. All of us were born and raised in Maine and are super family oriented. On the weekends, we enjoy going to the beach or dining on Portland's waterfront with our families and closest friends. Maine, the way life should be!

Q *What does a day in the ASHLEYlauren office look like?*

A **8:43** Ashley K. opens up shop... and starts in on her first Starbucks

9:02 Ally arrives with an everything bagel topped with veggie cream cheese

10:14 Ashley Lauren shows up post-pilates

10:51 Ally creates another motivation board

11:26 Ashley K. boxes up orders, while dancing to Taylor Swift

12:34 Alexandra, Ashley Lauren's younger sister, arrives with lunch

1:29 We draw straws to see who makes the afternoon Starbucks run

2:57 Scott, our UPS man, arrives to pick up today's shipment (We compliment him on his hair everyday!)

5:00 Pack-up and repeat tomorrow!



Q *What other Maine products are you obsessed with?*

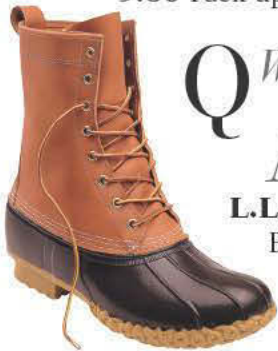
A Our favorite Maine products are:

L.L.Bean Boots: No real Mainer goes through winter without Bean Boots! llbean.com

The Ropes Maine: There isn't anything more Maine than The Ropes. We wear them everyday; around the office, out for drinks or in the showrooms! theropesmaine.com

Traps Eyewear: Our latest Maine obsession must go to this company. These sunglasses are the newest way to pay respect to Maine's gorgeous coast. Oh, did we mention, the temples are made from recycled lobster traps? trapseyewear.com

Maine Lobster: It really is better and we can't get enough!



Q *What is it like to work with Ashley Lauren?*

A If you can call this work... the answer is fun! Every day we have open, candid conversations about life and the complexities that we all experience. If you work for her, you are part of her family, and it only makes you love your job even more.



1086 Ivory



4005 Fuchsia





1080 Red



1080 Red

ASHLEYlauren



I082 Ivory

What's in *your* POCKET?

If you are anything like the ASHLEYlauren team you can't be far from Instagram, your favorite lip gloss and frequently misplaced valet ticket.

To keep the most important things safe... we added pockets.



4035 Fuchsia.



4027 Black



1095 Fuchsia



1121 Red



1130 Navy



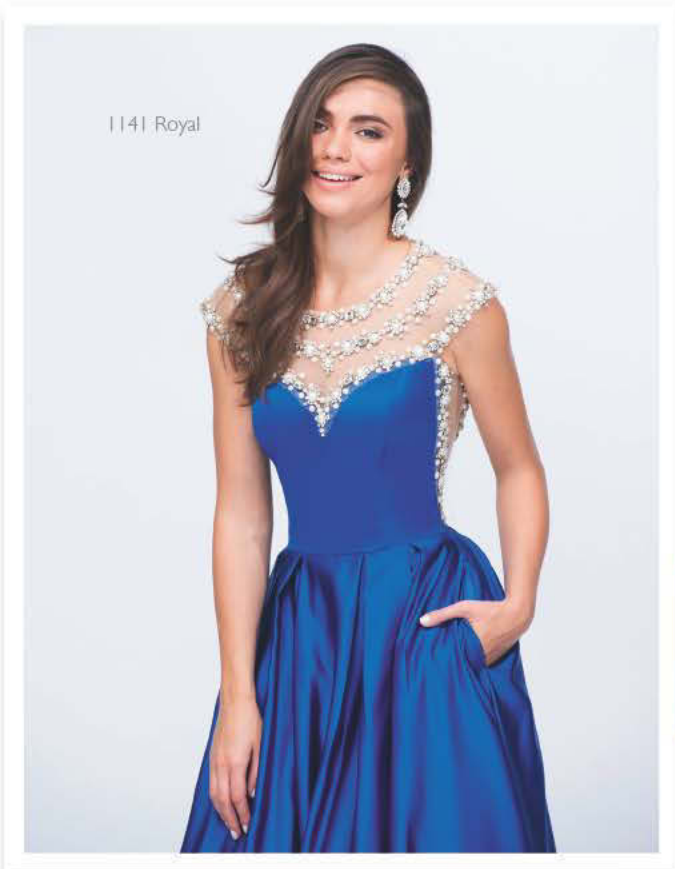


1132 Fuchsia

Go ahead, *bring*
your lipgloss



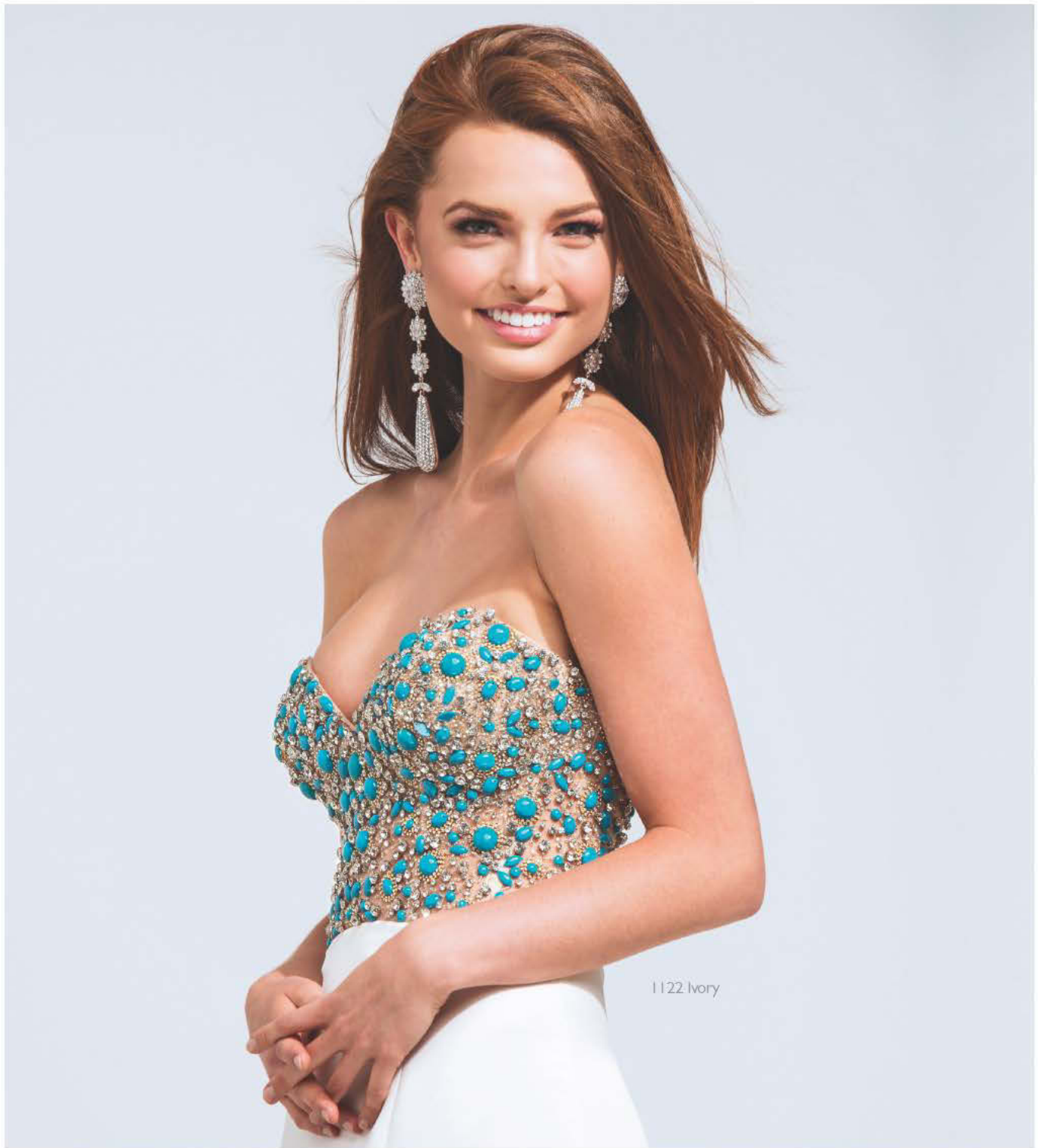
1129 Yellow



1141 Royal



ASHLEYlauren.com/pocket



1122 Ivory



1122 Ivory

ON TREND *peplum*

ASHLEYlauren is as obsessed with peplum as you are... and we gave it an upgrade. We've added pearls, rhinestones, color blocking and even sweeping trains. Now your favorite style can be worn to your next red carpet event!

Go ahead ladies... order dessert.



1084
Fuchsia



1112
Dark Silver



1109 Dark Silver



1111 Red



1079 Black



1092 Red



1092 Navy



1109 Ivory

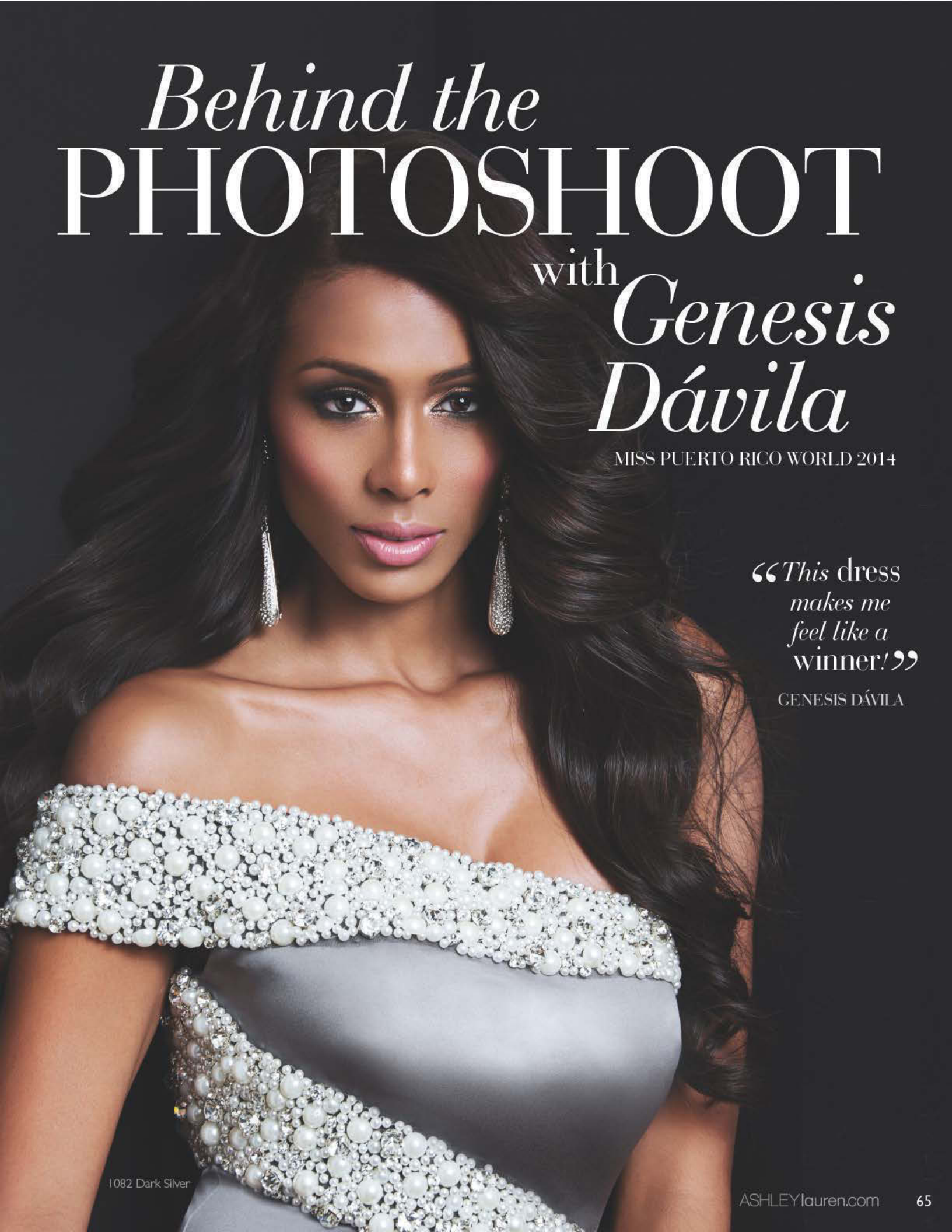


1109 Red



ASHLEY Lauren

1051 Fuchsia

A close-up portrait of Genesis Dávila, a woman with long, dark, wavy hair, looking directly at the camera. She is wearing a strapless, light-colored dress with a wide, ornate band of white pearls and silver beads across the chest. She is also wearing large, teardrop-shaped earrings. The background is dark and out of focus.

Behind the PHOTOSHOOT

with *Genesis
Dávila*

MISS PUERTO RICO WORLD 2014

“*This dress
makes me
feel like a
winner!*”

GENESIS DÁVILA

*“Beauty inspires me,
in any size,
any form,
from anywhere.”*

GENESIS DÁVILA

1127 Black



ASHLEYlauren.com/genesis



*“I like to capture the essence
of each girl, each one of them
has something special,
and it is my job as a
photographer to enhance
and make sure that the
inner beauty queen
shines through.”*

CARLOS MONTELARA



CARLOS MONTELARA

*Beauty and Fashion Photographer
New York, NY*

www.carlosmontelara.com

Carlos Montelara's work has been published in Puerto Rico's most recognized publications such as Vanidades, Caras, People en Español, HOLA! and El Nueva Día. His work has also been seen in Germany, France, United States, Ecuador and the Dominican Republic.

“Nowadays, beauty pageants are more fashion oriented.”

CARLOS MONTELARA

“What I love about ASHLEYlauren dresses are the clean and simple lines that contrast with a vibrant palette of colors. But what I love the most is that they fit like a glove.”

GENESIS DÁVILA

“The fit of the dresses make me feel like a queen.”

GENESIS DÁVILA



1122 Red



1121 Ivory

“I consider myself a classic ASHLEYlauren girl. I feel ASHLEYlauren dresses speak to my personality while allowing me to make a statement through fun colors and exquisite fit.”

GENESIS DÁVILA



1137
Turquoise



1139 Emerald



1125 Navy



1125 Red

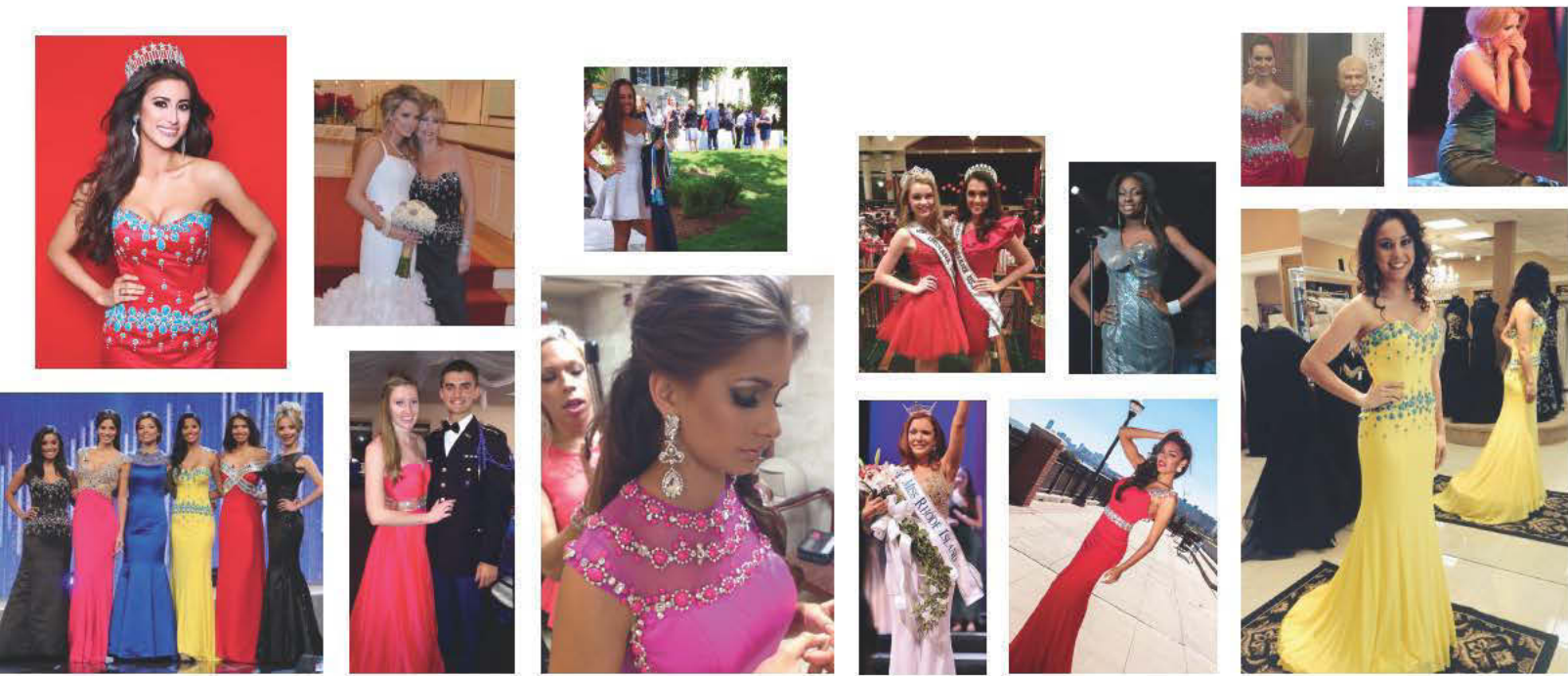


ASHLEYlauren

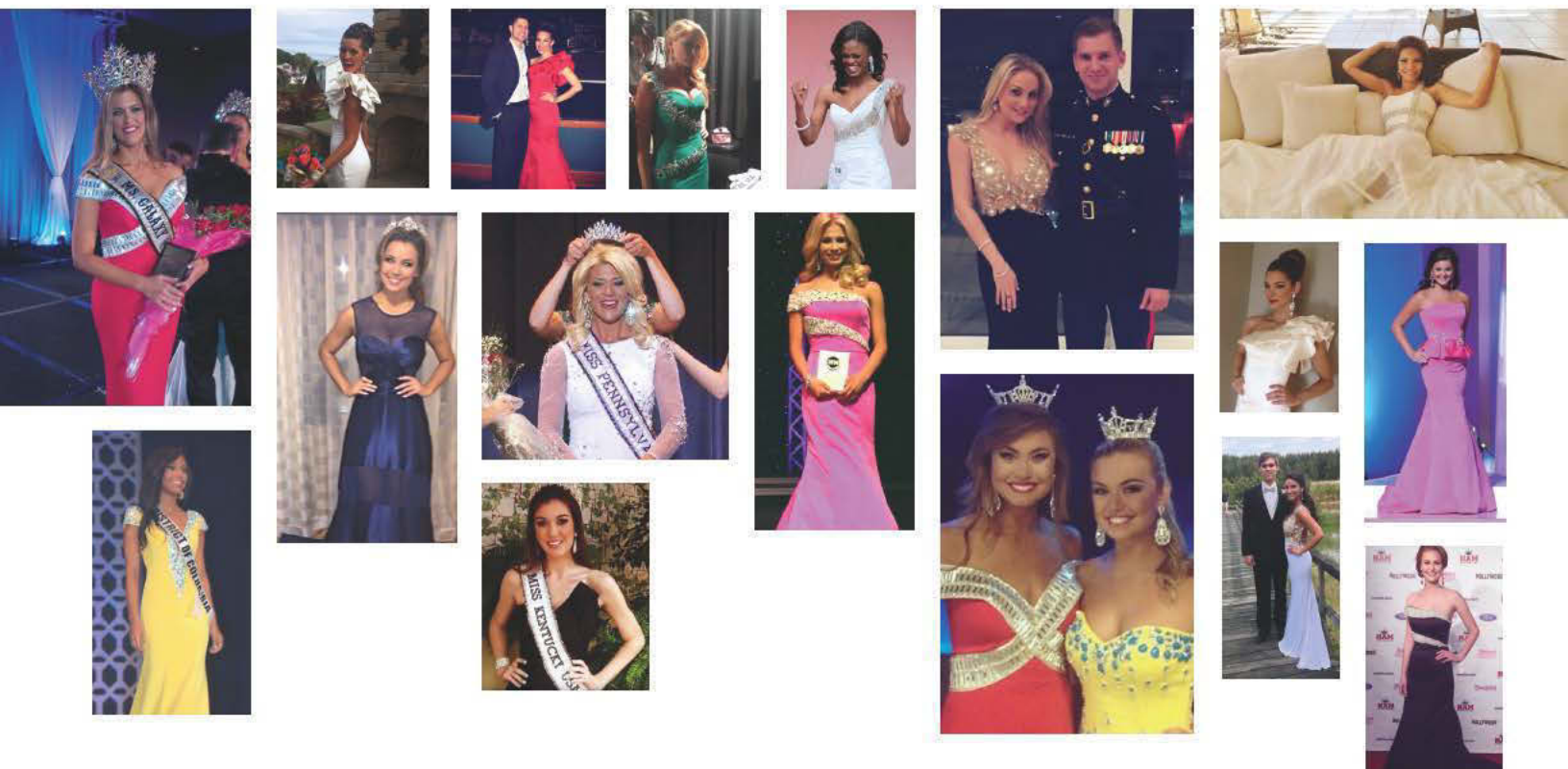


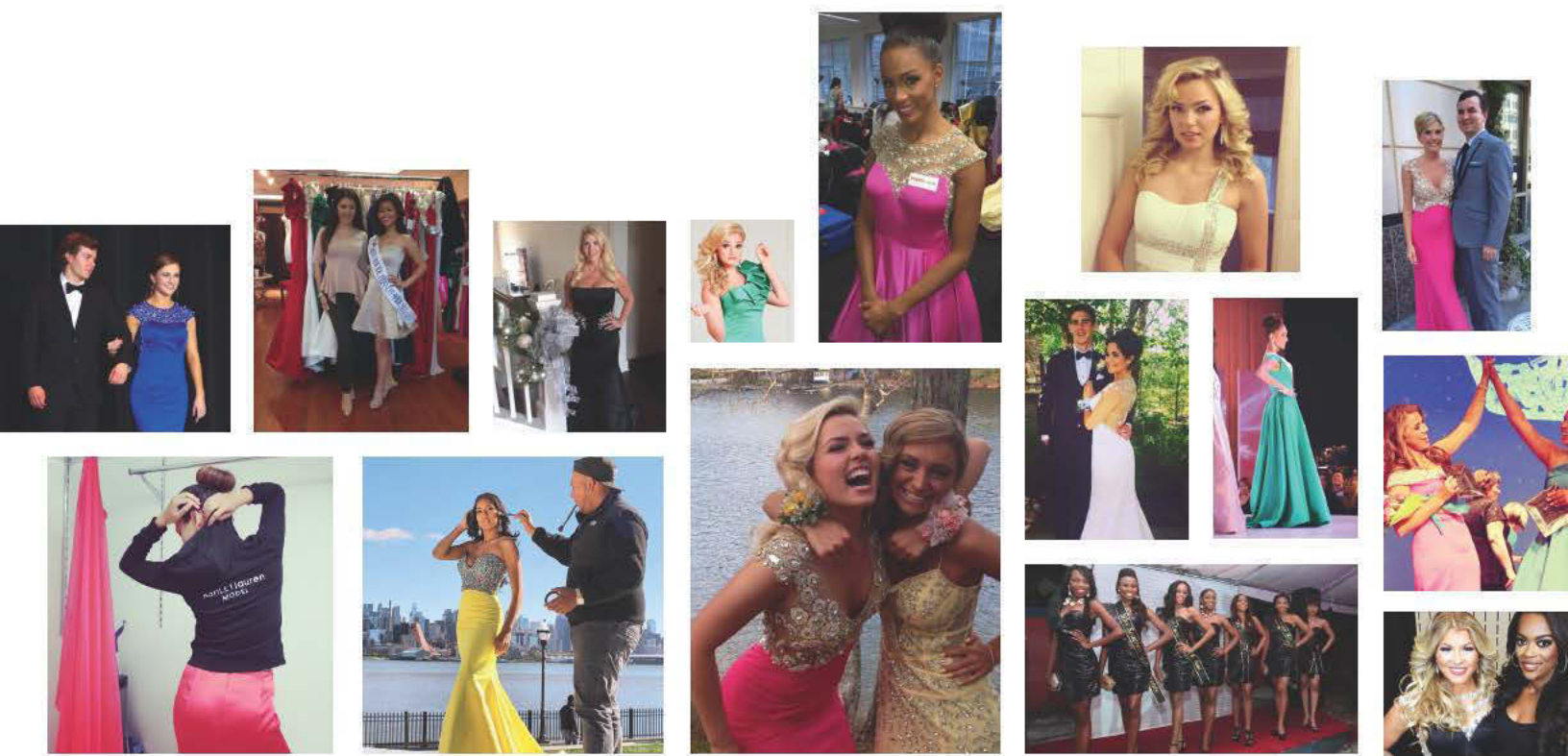
4027 Black

Thank you for sending your photos... here are some of our favorites!



I am #TEA





Mfabulous



Please send your pictures to info@ashleylauren.com and include your name, hometown, favorite ASHLEYlauren retailer and event description.
Use #ASHLEYlauren and #TEAMfabulous on Facebook, Instagram and Twitter.



1041 Emerald



1041 Emerald



1053 White



1137 Pink

AS SEEN IN

Teen Prom trend: **OMBRE**

Which ASHLEYlauren style
will you wear?



4035 Yellow



1129 Navy



1131 Fuchsia



ASHLEYlauren.com/ombre

I129 Fuchsia





1121 Navy



1121 Red



1069 Turquoise



1141 Royal

WEEKEND

1. ASHLEYlauren Dress
Style 4027 Black
2. Alexis Bittar
Clip On Earrings
3. Christian Louboutin
So Kate Pump
4. Louis Vuitton
Carry On Luggage
5. Nike Dunk Sky Hi
Wedge Sneaker



GETAWAY

Whether it is a red carpet event, pageant appearance or wedding reception, we've packed a suitcase that includes your weekend essentials. Take a look at the products we carry with us.



- 6. Frame Denim Jeans
- 7. The Ropes Maine Bracelet
- 8. Dolce and Gabbana Lipstick
- 9. Monrow White V-Neck Shirt
- 10. Chanel Sunglasses
- 11. Christian Louboutin
Rouge Nail Polish
- 12. Victoria's Secret Silk Robe
- 13. Skyn Eye Mask



ASHLEYlauren.com/getaway





ASHLEYlauren

1055 White



1135 Navy

1086
Dark Silver



Our
modern twist on

OLD HOLLYWOOD

glamour



1109 Black



1084

1137

1121

1089

1097 Red

1103 Ivory



Nothing says Old Hollywood more than pearls. It's no wonder we put them on our dresses... and threw in some crystals. Look classy and fabulous in pearls at your next event.

4036 Ivory



1100 Red

A photograph of a person's arm and hand resting on a stone ledge. The person is wearing a wide, ornate bracelet with a red gemstone. The background is a wall made of large, rough-hewn, light-brown stone blocks. To the left, a window with a decorative black metal railing is visible, showing some greenery outside. The text "ASHLEYlauren" is overlaid on the right side of the image.

ASHLEYlauren



4035 Navy

SELFIES

Send your latest ASHLEYlauren selfies to info@ashleylauren.com.

You might see them on our Instagram, Facebook or Twitter.

#ASHLEYlauren #TEAMfabulous



Let me take an ASHLEYlauren selfie!



ASHLEYlauren.com/selfie

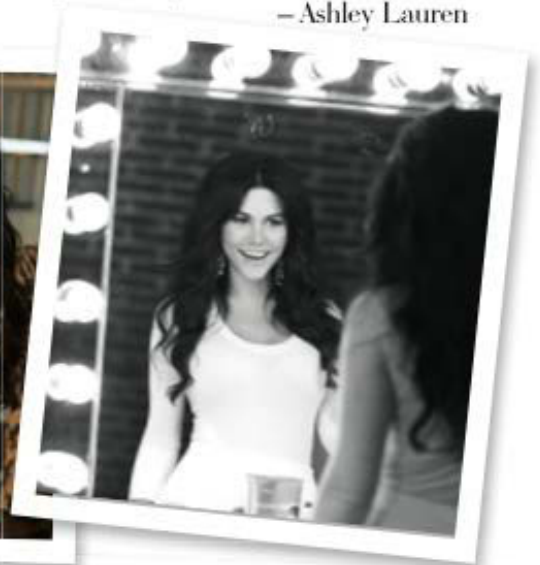


1071 Red



*Thank you to my TEAMfabulous for all of their hard work and support.
It never feels like work when you're doing what you love!*

— Ashley Lauren





ASHLEYlauren.com

132 Yellow